

Listing of Claims:

Claim 1 (currently amended): A method comprising:

receiving, at a communication device via a second network, unsolicited information from a computer network, wherein the unsolicited information contains an identifier identifying further information on the computer network, ~~the unsolicited information being received by a communication device based upon the~~ communication device being targeted for receiving the unsolicited information based upon a user profile associated with the communication device, wherein the second network is a unidirectional network;

requesting, via a first network different from the second network, the identified further information corresponding to the identifier from the computer network; and

receiving the further information via ~~one of the first or second networks~~ the second network in response to the requesting.

Claim 2 (previously presented): The method of claim 1, wherein the second network is a broadcast network, and wherein receiving via the second network includes receiving via the broadcast network.

Claim 3 (currently amended): The method of claim 1, wherein the first network is a bi-directional telecommunications network, ~~and wherein receiving the identified further information includes receiving the identified further information via the bi-directional telecommunications network.~~

Claim 4 (cancelled).

Claim 5 (previously presented): The method of claim 1, wherein the unsolicited information contains a content identifier, further comprising storing, on the device, a list of content identifiers of interest.

Claim 6 (original): The method of claim 5, further comprising filtering the received unsolicited information to remove any information not having a content identifier in the list of content identifiers.

Claim 7 (previously presented): The method of claim 1, wherein the second network is a digital video broadcast terrestrial (DVB-T) network, and wherein receiving via the second network includes receiving via the DVB-T network.

Claim 8 (previously presented): The method of claim 1, wherein the first network is a cellular network, and wherein the step of receiving the identified further information is adapted to receive via the cellular network.

Claim 9 (currently amended): An apparatus comprising:

a processor configured to:

receive, via a second network, unsolicited information from a computer network, wherein the unsolicited information contains an identifier identifying further information on the computer network, ~~the unsolicited information being received by the apparatus based upon wherein the apparatus being is targeted for receiving the unsolicited information based upon a user profile associated with the apparatus, wherein the second network is a unidirectional network;~~

request, via a first network different from the second network, the identified further information from the computer network, wherein the identified further information is based on the received identifier; and

~~receive, via at least one of the first and the second networks, the identified further information in response to the request.~~

Claim 10 (previously presented): The apparatus of claim 9, further comprising a transceiver configured to receive the identified further information via the first network.

Claim 11 (previously presented): The apparatus of claim 9, further comprising a receiver configured to receive the identified further information via the second network.

Claim 12 (previously presented): The apparatus of claim 9, wherein the second network is a broadcast network, and further comprising a receiver configured to receive the unsolicited information via the broadcast network.

Claim 13 (previously presented): The apparatus of claim 9, wherein the first network is a bi-directional telecommunications network, and further comprising a transceiver configured for use with the bi-directional telecommunications network.

Claim 14 (previously presented): The apparatus of claim 9, wherein the unsolicited information includes a content identifier, and further comprising a memory for storing, on the apparatus, a list of content identifiers of interest.

Claim 15 (previously presented): The apparatus of claim 14, further comprising a filter for filtering the received unsolicited information to remove information not having a content identifier in the list of content identifiers.

Claim 16 (previously presented): The apparatus of claim 9, wherein the second network is a digital video broadcast terrestrial (DVB-T) network, and further comprising a receiver configured to receive via the DVB-T network.

Claim 17 (previously presented): The apparatus of claim 9, wherein the first network is a cellular network, and wherein the transceiver is adapted for use with the cellular network.

Claim 18 (currently amended): The apparatus of claim 9, ~~wherein the communication device further comprising~~ is a portable communication device.

Claims 19-26 (canceled).

Claim 27 (previously presented): The method of claim 2, wherein the first network is a telecommunications network, and wherein receiving the further information includes receiving the identified further information via the telecommunications network.

Claim 28 (canceled).

Claim 29 (previously presented): The method of claim 2, wherein the unsolicited information contains a content identifier, further comprising storing, on the device, a list of content identifiers of interest.

Claim 30 (previously presented): The method of claim 2, wherein the second network is a digital video broadcast terrestrial (DVB-T) network, and wherein receiving via the second network includes receiving via the DVB-T network.

Claim 31 (previously presented): The method of claim 2, wherein the first network is a cellular network, and wherein receiving via the further information includes receiving via the cellular network.

Claim 32 (previously presented): The apparatus of claim 10, wherein the second network is a broadcast network, and wherein the receiver is adapted to receive the unsolicited information via the broadcast network.

Claim 33 (previously presented): The apparatus of claim 11, wherein the second network is a broadcast network, and wherein the receiver is adapted to receive the unsolicited information via the broadcast network.

Claim 34 (previously presented): The apparatus of claim 10, wherein the first network is a telecommunications network, and wherein the transceiver is adapted for use with the telecommunications network.

Claim 35 (previously presented): The apparatus of claim 11, wherein the second network is a broadcast network, and wherein the receiver is adapted to receive the unsolicited information via the broadcast network.

Claim 36 (previously presented): The apparatus of claim 10, wherein the unsolicited information contains a content identifier, and further comprising a memory for storing, on the apparatus, a list of content identifiers of interest.

Claim 37 (previously presented): The apparatus of claim 11, wherein the unsolicited information contains a content identifier, and further comprising a memory for storing, on the apparatus, a list of content identifiers of interest.

Claim 38 (previously presented): The apparatus of claim 10, wherein the second network is a digital video broadcast terrestrial (DVB-T) network, and further comprising a receiver configured to receive via the DVB-T network.

Claim 39 (previously presented): The apparatus of claim 11, wherein the second network is a digital video broadcast terrestrial (DVB-T) network, and wherein the receiver is adapted to receive via the DVB-T network.

Claim 40 (previously presented): The apparatus of claim 10, wherein the first network is a cellular network, and wherein the transceiver is adapted for use with the cellular network.

Claim 41 (previously presented): The apparatus of claim 11, wherein the first network is a cellular network, and further comprising a transceiver adapted for use with the cellular network.

Claim 42 (previously presented): The apparatus of claim 10, wherein the apparatus is a portable communication device.

Claim 43 (previously presented): The apparatus of claim 11, wherein the apparatus is a portable communication device.

Claims 44-45 (canceled).

Claim 46 (previously presented): The system of claim 10, further comprising a database of user profiles for storing a list of information categories determined to be of interest to users.

Claim 47 (previously presented): The system of claim 11, further comprising a database of user profiles for storing a list of information categories determined to be of interest to users.

Claim 48 (previously presented): The method of claim 1, further comprising:
accessing a database of user profiles; and
identifying the communication device as a user to be targeted based on said user profiles.

Claim 49 (currently amended): A method comprising:
receiving, via a unidirectional broadcast network, unsolicited information from a computer network, wherein the unsolicited information includes a first page of a network site and an identifier identifying one or more second pages of the network site, the unsolicited information being received by a communication device based upon ~~the communication device being targeted for receiving unsolicited information based upon a~~ user profile associated with the communication device;

requesting, via a bi-directional network different from the unidirectional broadcast network, at least one of the identified one or more second pages; and

receiving the at least one of the identified one or more second pages via the bi-directional unidirectional network in response to the requesting.

Claim 50 (previously presented): The method of claim 49, wherein the unidirectional broadcast network is configured according to Digital Video Broadcast (DVB) network standards.

Claim 51 (new): The method of claim 49, wherein the first network page includes a site map of the network site.